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Guardian reorganizes

"In a reorganization of the business department of the Guardian, Jane B. McManus has been removed as general manager.

"Mrs. McManus has also resigned from the staff of the Guardian after nearly seven years as director of promotion, events, sometimes staff writer and—since the paper's formation into a cooperative—as general manager and co-chairman of the coordinating committee."

The above statement was agreed to by Mrs. McManus and the Guardian staff after the staff of this cooperatively-owned newsweekly voted Sept. 18 to replace the general manager in a reorganization of the noneditorial departments of the Guardian.

The title of business manager has been eliminated, pending a redefinition of the job function. Irving Beinin, who held this title, will continue to oversee Guardian finances as well as contribute to the editorial department.

Under the Guardian's internal structure, elected managers, such as the general manager, return to the job they held before assuming managerial duties in the event of staff recall. Mrs. McManus chose to resign instead.

The management switch was based on the fact that the business department has not provided an adequate economic base for the newspaper.

During the past eight months, the Guardian has doubled in size and—although new subscriptions are arriving at a weekly rate three and four times greater than in comparable periods last year or the year before—there is a question whether the Guardian will be able to survive.

Subscription income alone, though considerably larger than in the past, cannot finance the newspaper. While the Guardian was increasing in size and subscriptions, income has declined from events, fund-raising and advertising. Simultaneously, no major plans had been developed for circulation-distribution gains.

Implicit in the management change is the intention to maximize efforts to raise money through fund-raising, events and advertising and to develop a broad plan for increasing circulation.